

11696 U.S.PTO  
012904

## IN THE UNITED STATES PATENT AND TRADEMARK OFFICE

In re Application of: MARGILOFF et al. )  
Serial No.: Not yet assigned ) Examiner: Not yet assigned  
Filing Date: Filed herewith ) Group Art Unit: Not yet assigned  
For: SYSTEMS AND METHODS FOR ) Attorney Docket No.: E03.002/U  
PROVIDING CONTECTUAL )  
ADVERTISING INFORMATION VIA A )  
COMMUNICATION NETWORK )  
)

17497 U.S.PTO  
10/767123

012904

**MS PATENT APPLICATION**

Commissioner for Patents  
P.O. Box 1450  
Alexandria, VA 22313-1450

**UTILITY PATENT APPLICATION TRANSMITTAL**  
**(Small Entity)**

Sir:

Transmitted herewith for filing under 35 USC 111(a) and 37 CFR 1.53(b) is a new utility patent application for an invention entitled: **SYSTEMS AND METHODS FOR PROVIDING CONTECTUAL ADVERTISING INFORMATION VIA A COMMUNICATION NETWORK**

and invented by: **MARGILOFF et al.**

Enclosed are:

1.  Filing Fee as calculated and transmitted as described below
2.  Specification having 16 pages and including the following:
  - a.  Descriptive Title of the Invention
  - b.  Cross references to Related Applications (*if applicable*)

- c.  Statement Regarding Federally-sponsored Research/Development
  - d.  Reference to Microfiche Appendix (*if applicable*)
  - e.  Background of the Invention
  - f.  Brief Summary of the Invention
  - g.  Brief Description of the Drawings (*if drawings filed*)
  - h.  Detailed Description
  - i.  Claim(s) as Classified Below
  - j.  Abstract of the Disclosure
3.  Drawing(s) (*when necessary as prescribed by 35 USC 113*)
  - a.  Formal Number of Sheets 6
  - b.  Informal Number of Sheets
4.  Oath or Declaration
  - a.  Newly executed (*original or copy*)  Unexecuted
  - b.  Copy from a prior application (37 CFR 1.63(d))
  - c.  With Power of Attorney  Without Power of Attorney
  - d.  **DELETION OF INVENTOR(S)**  
Signed statement attached deleting inventor(s) named in the Prior Application, see 37. CFR 1.63(d)(2) and 1.33(b).
5.  Incorporation By Reference (*usable if Box 4b is checked*)  
 The entire disclosure of the prior application, from which a copy of the oath or declaration is supplied under Box 4b, is considered as being part of the disclosure of the accompanying application and is hereby incorporated by reference therein.
6.  Assignment Papers (*cover sheet & documents(s)*)
7.  37 CFR 3.73(B) Statement (*when there is an assignee*)
8.  English Translation Document (*if applicable*)
9.  Information Disclosure Statement/PTO-1449  Copies of IDS Citations
10.  Preliminary Amendment
11.  Acknowledgement Postcard
12.  Mailed Via
  - First Class  Express Mail (*Specify Label No.*) **EL963890855US**
13.  Certified Copy of Priority Document(s) (*if foreign priority is claimed*)
14.  Request and Certification under 35 USC 122(b)(2)(B)(i) (*attach PTO/SB/35*)
15.  Additional Enclosures: Credit Card Payment Form

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**FEE CALCULATION (Small Entity)**

For	No. Filed	No. Allowed	No. Extra	Rate	Fee
Total Claims	15	- 20	0	\$ 9.00	\$ 0.00
Indep. Claims	3	- 3	0	\$ 43.00	\$ 0.00
Multiple Dependent Claims (If applicable, please add \$ 145.00)					\$ 0.00
<b>BASIC FEE</b>					<b>\$ 385.00</b>
<b>OTHER FEE</b> (specify purpose):					<b>\$ 0.00</b>
					<b>TOTAL FILING FEE</b>
					<b>\$ 385.00</b>

Applicant claims small entity status. A Credit Card Payment Form in the amount of **\$ 385.00** is enclosed.

The Commissioner is hereby authorized to charge and credit Deposit Account No. 50-1852 as described below. A duplicate copy of this sheet is enclosed.

- Credit any overpayment.
- Charge any additional fees required under 37 CFR 1.16 and 1.17.

Respectfully submitted,

January 29, 2004

Date

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